

## **Historic, Archive Document**

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# The Mail Order Department of the STARK BRO'S NURSERIES

Louisiana, Mo.

## Makes Some Surprising Offers — 1 Week ONLY!

(WEEK of March 2nd to 8th — ONLY)

Dear Friends: (\$20,000 WORTH OF FINEST STARK TREES GIVEN AWAY)

For the past 21 years, the first full week in March (this year March 2 to March 8) has been set aside each year at the Stark Nurseries as Sales Directors' Week.

The Mail Order Department — the department that sells direct to customers — fights it out with the Salesmen's Department every year for office supremacy. During this big week (March 2 to 8), every order counts — no matter how large or how small. At the close of the week, Friday Night, the sales are counted — and the department that has shown the largest percentage of gain as compared with Sales Directors' Week the previous year is declared the winner.

The Officers of the Company enter whole-heartedly into the spirit of the contest — and to make it more interesting and more exciting they offer certain honor and other prizes to the Members of both Departments to encourage them. In addition to these prizes there is a certain prestige that comes to the winners that is of even more value than the prizes offered. So forty people in the Mail Order Department — Directors, correspondents, clerks, stenographers — every one — are up on their toes striving for victory.

The Mail Order Department understands that all this doesn't mean much to the Customer — except that it may appeal to his love for a fight — so we have decided to make it very much worthwhile to those who place their orders so they will reach us during the week of March 2 to March 8 — before the last mail Friday Midnight, March 8.

Valuable premiums are being offered to every Customer who places his order during this week — and these premiums will, I know, appeal to every one — because they have been carefully chosen, and are of real and lasting value.

We feel that you will probably place an order with us this spring anyway — if so, we know that you will want to take advantage of our special Sales Directors' Week Offer — and get this added value without a cent of extra cost. That is our offer to you if you will help out this department by mailing your order so it will reach us during the week of March 2 to March 8 — not later than Friday Night, March 8.

I ask that you consider these Premiums:

1. One of the best Fountain Pens we could buy.
2. A beautiful Fountain Pencil — Pearl white and gold.
3. Subscription to American Fruit Grower — America's Greatest Fruit Magazine.
4. \$20,000 worth of FREE TREES that cut the price you pay almost in half.

Read the special offers on the inside pages of this circular — also the FREE TREE OFFER on the back page. Then make out your order on the inclosed ORDER BLANK and mail the order so it will reach us during the week of March 2 to March 8 so you can win the Prizes and get FREE TREES! Use the inclosed envelope — it will bring your order directly to my desk.

Yours very truly,

P.S. Be sure to write the Premiums due you on the Order, or they will not be sent.

  
President, Stark Nurseries.



# Get Valuable Costly Premiums Absolutely FREE

## If YOU Buy Stark Trees THIS WEEK!

### During National Sales Directors' Week -- March 2 to 8, 1935

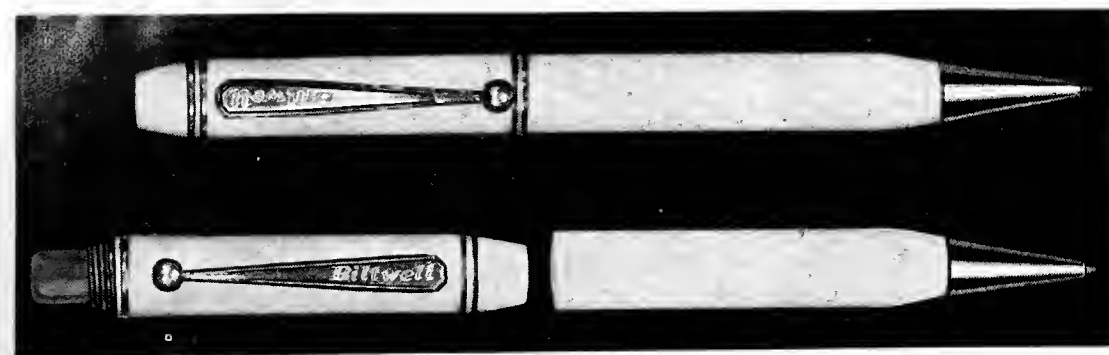


#### Beautiful And Valuable Fountain Pen Given FREE To Stark Customers

In order to be able to offer a real premium — one worthwhile — one that is beautiful, valuable, and that would last for years — we secured the entire stock of factory samples of the famous Lipic Fountain Pens which we offer FREE during Sales Directors' Week.

These pens are assorted in different beautiful designs, superb colorings, and of finest material — gold filled trimming throughout, and of handsome workmanship. The dependable long-life gold pen is iridium pointed — and taken all in all, no more beautiful or satisfactory pen could be desired. They sold retail at from \$2.50 to \$4.50, according to the old reliable house from which we secured them.

Every man who wants a pen with him constantly should carry this one clasped to his pocket. Every woman should carry one in her handbag — and YOU can get one FREE — 1 WEEK ONLY, MARCH 2 TO MARCH 8.



#### Beautiful Fountain Pencil Given FREE To Stark Customers — One Week Only

A beautiful Pencil in PURE PEARL WHITE, GOLD TRIMMED with a gold filled clasp that fastens securely to your pocket. The  $\frac{3}{4}$  inch gold nib makes it most attractive. The barrel has storage space for extra leads. There is a concealed eraser which is always handy. This Fountain Pencil will be popular with every member of the family. It is valuable — it is beautiful — it is strongly made and if handled with average care, it will last for years. Always handy — always ready — always useful. Read how it can be secured ABSOLUTELY FREE!

You Must Write Your Premiums On Order Blank

In addition to all the following Premiums, you are entitled to **FREE TREES** in accordance with Offer on Back Page of This Circular — so you Buy at almost **HALF PRICE** — **THIS 1 WEEK.**

#### YOU Can Secure These Valuable Premiums--FREE During Week of March 2 to 8

##### Mail In Order Amounting To \$5

If your order amounts to \$5.00 or more, you receive FREE 1 year's subscription to American Fruit Grower Magazine — and **FREE TREES** as offered!

##### Mail In Order Amounting To \$10

If your order amounts to \$10.00 or more, you receive FREE the beautiful Pearl White Handle Fountain Pencil and also 1 year's subscription to American Fruit Grower Magazine — and **FREE TREES** as offered!

##### Mail In Order Amounting To \$15

If your order amounts to \$15.00 or over, you get FREE — 1 Valuable Genuine Lipic Fountain Pen — and 1 year's subscription to American Fruit Grower Magazine — and **FREE TREES** as offered!

##### Mail In Order Amounting To \$20

If order amounts to \$20.00, you get FREE a 3 year's subscription to American Fruit Grower Magazine, and 1 Genuine Lipic Fountain Pen.

#### Your Order Must Reach Us During Week of March 2 to 8

Remember in order to secure these valuable premiums your order must be mailed so it will reach us during the week of March 2 to March 8 — not later than Friday Midnight, March 8 — as the contest closes at midnight on that date.

You Must Write Your Premiums On Order Blank

## FREE Subscription To The American Fruit Grower

### *The National Fruit Magazine*

The American Fruit Grower — The Greatest Fruit Magazine, is of wide circulation — carefully edited by competent men — and designed to be the guide for every man who plants trees. It appeals alike to the man who grows fruit trees commercially, and to the man who grows a few trees in his backyard. Among its contributors are men of high standing in the horticultural world — practical men writing direct from the orchard — scientists recognized as authorities on fruits, fruit tree production, and every phase of fruit growing, from the planting of the trees to the picking and packing of the fruit.

The American Fruit Grower is one of the country's old substantial well-known magazines, as it celebrated its **Fiftieth Birthday Anniversary** just a short time ago. It began its career in the early days of the fruit industry, and has grown as the industry has progressed. Today it is the Official Organ of the **American Pomological Society** which is the "**Supreme Court of Horticulture**", and a department is set aside for this authoritative organization, where each month the new developments in the horticultural field are discussed by its officials.

The American Fruit Grower is also the Official Organ of many other Fruit Organizations, among them State Horticultural Societies, including the states of Iowa, Okla., Penn., Mass., Mich., Ohio and Indiana. It is, in fact, the Official Mouthpiece of the Entire Horticultural World, and as such, is of great value to every man and woman who is interested in any way in fruit growing.

The regular subscription price on the American Fruit Grower is \$1.00 for 3 years or 50c for 1 year — and this is the publication for which we are offering you a long-time subscription **Absolutely Without Cost**. It is a magazine of wide circulation with over 100,000 readers and is popular in every state in the United States, and in every foreign country where English is read and fruit is grown. It is a publication that should be in your home.

Note carefully how you can secure this magazine without one cent of cost during the week of March 2 to 8 — and don't let this opportunity get away from you. If you should already be a subscriber at this time, then extend your subscription one to three years, as you have a chance to GET IT FREE.

**Be SURE To Write Down On ORDER BLANK The Premiums Due You Or They Will Not Be Sent**

# Big New FREE TREE Offer

## To YOU Stark Customers

### For Orders During Week of March 2nd to 8th

Just think of it! \$20,000 WORTH OF BIG HANDSOME TREES will be GIVEN AWAY FREE during our great Sales Directors' Week in ADDITION TO VALUABLE PREMIUMS OFFERED ON THE INSIDE PAGES OF THIS CIRCULAR — You can receive a long-time subscription to the World's Best Fruit Paper, "THE AMERICAN FRUIT GROWER" — A BEAUTIFUL PEARL WHITE FOUNTAIN PENCIL — OR — ONE OF THE FINEST FOUNTAIN PENS MADE — specially secured by us to present to you customers who send in orders to reach us during the week of March 2 to March 8, 1935.

Look carefully over this list. The most valuable, highest priced sorts on our list are **ABSOLUTELY FREE TO YOU**. If you buy a Golden Delicious apple tree, you get a Starking tree FREE. If you buy a Stark Gold Cherry tree you get a Stark Gold Cherry tree FREE. Or buy a Montearly Cherry tree — you get a Montmorency


King Cherry tree FREE. Read this list — study it — figure your saving — consider the valuable prizes in addition to the free trees — then make out your order and mail it in the enclosed return envelope so it will reach us during the week of March 2 to March 8 — **not later than Friday Midnight, March 8.**

To secure **FREE TREES**, be sure to use the "**Each**" price as shown on the inclosed Price List, but you can buy as many as you want — and secure a free tree with each one you buy. If you buy 20 Golden Delicious at the "Each" rate, you may take 20 Starking absolutely **FREE** — **BUT YOU MUST WRITE THE FREE TREES ON YOUR ORDER YOURSELF** — and mark them "**FREE**".

### Here Is The BIG BARGAIN LIST Do Not Change Varieties or Sizes

#### BUY THESE 4-7 Ft. Size

#### TAKE THESE FREE 3-5 Ft.

 FREE TREES ARE GIVEN ONLY WHEN YOU BUY AT THE EACH PRICE

STARKING Apple .....	GOLDEN DELICIOUS Apple
GOLDEN DELICIOUS Apple .....	STARKING Apple
STAYMARED Apple .....	STARKING Apple
JONATHAN Apple .....	STARK DELICIOUS Apple
STARK DELICIOUS Apple .....	STARK DELICIOUS Apple
GRIMES GOLDEN (Double-Life) Apple ..	STARK DELICIOUS Apple
WINESAP Apple .....	WINESAP Apple
STARK KING DAVID Apple .....	STARK DELICIOUS Apple
MONTLATE Cherry .....	MONTMORENCY STARK Cherry
MONTEARLY Cherry .....	MONTMORENCY KING Cherry
STARK GOLD Cherry .....	STARK GOLD Cherry
LINCOLN Pear .....	STARKING Apple

#### SHRUBS

##### BUY THESE

(Any Size on Price List)

ALTHEA, RED .....

HONEYSUCKLE, MORROW .....

MOCKORANGE, SWEET .....

GARLAND SPIREA .....

BORDER FORSYTHIA .....

FROBEL SPIREA .....

GARDEN SNOWBERRY .....

AFRICAN TAMARIX .....

PRES. GREVY LILAC .....

SPIREA BILLARDI .....

##### TAKE THESE FREE

(Same Size As Shrub Bought)

ALTHEA, RED .....

HONEYSUCKLE, RED .....

DEUTZIA, PRIDE OF ROCHESTER .....

GARLAND SPIREA .....

SPIREA VAN HOUTTEI .....

FROBEL SPIREA .....

GARDEN SNOWBERRY .....

AFRICAN TAMARIX .....

SPIREA VAN HOUTTEI .....

SPIREA VAN HOUTTEI .....

Where A Variety on Free List is Exhausted We Will Have Experts Select and Send Another of Equal Value.



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## Stark Tree and Shrub Order Blank—Continued

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## FOR BIG PROFITS --- Plant An Orchard NOW

Here is a table showing why NOW IS THE BEST TIME IN 35 YEARS TO PLANT FRUIT TREE ORCHARDS. These actual figures put out by the Bureau of Railway Economics, Washington, D. C.

### Number of bearing age trees in U. S.:

**In 1899 — 201,795,000 bearing fruit trees**

In 1909 — 151,323,000 bearing fruit trees

**In 1919 — 115,309,000 bearing fruit trees**

**In 1924 — 103,697,000 bearing fruit trees**

A loss of 98,098,000 Bearing Trees in 25 years. During this 25 years, our population has jumped many millions.

Official figures issued by the U. S. Department of Agriculture (based on 1930 census) show that there are 35,000,000 **fewer** apple trees in the United States than in 1920 —

A decrease of 25% in 10 years in the number of apple trees, with Peaches and other fruits in proportion.

This enormous decrease in the number of fruit trees, combined with the greatly increased population (an increase in the last 10 years of approximately 17,000,000) assures both the home orchard planter and the commercial orchardist of more profits than ever before.

The man who plants an orchard of high quality fruits NOW will make big profits during the next 20 years.